

LONDON BOROUGH OF HACKNEY

Job Description

POST TITLE: Market Festivals & Events Manager

DIRECTORATE: Climate, Homes & Economy

SERVICE: Markets, Shop Fronts & Street Trading Services

GRADE: P01

LOCATION: Hackney Service Areas, including Markets Office and Field Sites

RESPONSIBLE TO: Service Area Manager – Markets, Shop Fronts & Street Trading

RESPONSIBLE FOR:

- Markets Officers, Stall Operatives, Event Contractors and Partners

POSITION STATUS: Fixed Term, Minimum 12 months

PURPOSE OF THE JOB:

Hackney's Markets, Shop Fronts & Street Trading Service is nationally recognised for its bold innovation, inclusivity and award-winning delivery. As the Market Festivals & Events Manager, you will lead the design, development and delivery of our borough-wide programme of markets-based festivals, community events and activation campaigns — growing Hackney's reputation as a vibrant destination and delivering measurable social, economic and environmental benefits.

A key aspect of this role is to lead on the planning and delivery of Hackney's Event style markets and Winter Festival experience — creating a joined-up borough-wide programme that generates income for the Council and the thousands of SMEs we support, while providing exciting, family-friendly experiences for residents and visitors. From festive lights and street food markets to artisan stalls, themed performances and shopfront activations, your work will help make Hackney a top destination for Winter festival gifts, food and experiences.

You will play both a strategic and hands-on role in activating high streets, managing headline events, overseeing market-based cultural programming and coordinating borough-wide celebrations. You'll develop strong operational plans, stakeholder partnerships, community co-production mechanisms and income generation models to deliver an exciting year-round events and activation programme.

KEY RESPONSIBILITIES:

- **Lead the planning, branding, and delivery of Hackney's Winter Festival programme** — coordinating lights switch-ons, festive market activations, performance schedules, food and drink stalls, themed retail events and seasonal trading opportunities across multiple locations.
- **Lead on the strategic planning, development and delivery** of Hackney's borough-wide Markets, Festivals & Events programme, including market-based festivals, seasonal activations and cultural celebrations.
- **Act as the lead officer for flagship events** such as Hackney Christmas Light Switch-Ons, Black History Markets, the Zero Plastic Festivals Programme, Ridley Road Carnival and Youth Takeover Markets.
- **Coordinate and deliver Hackney's Winter Festival experience**, ensuring a joined-up, inclusive and vibrant celebration across multiple town centres and trading sites.
- **Deliver high-quality events** that celebrate Hackney's diversity and support borough priorities around economic development, culture, climate action, and community cohesion.
- **Develop and deliver Hackney's seasonal events calendar** in line with the borough's Cultural Strategy and the Markets & Street Trading Strategy.
- **Oversee end-to-end operational delivery** of all events, including site planning, trader layouts, infrastructure, logistics, licensing, contractor coordination, event health and safety, risk assessments, crowd control and post-event evaluation.
- **Champion inclusive co-production**, engaging directly with residents, traders, youth groups, artists and community organisations to design meaningful and representative events.
- **Ensure joined-up communications, branding, signage and infrastructure** across all borough events to strengthen Hackney's identity and increase footfall and engagement.
- **Lead trader and partner recruitment and onboarding**, including assessing licence applications, ensuring compliance documentation, and onboarding new and returning businesses for market-based events.
- **Develop and implement sponsorship and commercial strategies** to generate new income streams for the Council and enhance the sustainability of borough events.
- **Work with SMEs, traders, local businesses, community partners and residents** to co-design festive and year-round market experiences that are economically and

socially inclusive.

- **Embed Hackney's Net Zero and Circular Economy goals** across all event and market activity, including zero-waste planning, green logistics and sustainable infrastructure use.
- **Deliver against anti-poverty, equalities and wellbeing priorities** through inclusive licensing, targeted engagement and support for underrepresented traders and communities.
- **Manage all procurement and commissioning** related to events — including contractors, performers, equipment, infrastructure and technical support — in line with Council procedures and value for money.
- **Provide expert input into town centre regeneration**, shopfront activation schemes, and placemaking strategies through cultural programming and market animation.
- **Lead on post-event performance evaluation**, including reporting on KPIs such as footfall, trader satisfaction, customer experience, social impact, compliance and income generation.
- **Chair Event Safety Advisory Group (ESAG) meetings** and work in close partnership with Emergency Services, Public Health and Resilience Forums to plan for public safety and emergency response.
- **Collaborate across council services** including Licensing, Communications, Highways, Enforcement, Waste and Environmental Services to ensure smooth, safe and high-quality delivery.
- **Work closely with Trading Standards and Environmental Health teams** to monitor and enforce food hygiene, product safety, noise management and public health regulations at events and trading spaces.
- **Provide a single point of contact and advice hub** for traders, creatives and event partners on commercial, compliance and regulatory matters.
- **Manage and mentor the in-house Events Officers**, alongside seasonal and casual delivery staff, contractors and volunteers — embedding a high-performance, inclusive and resident-focused culture.
- **Deputise for the Head of Service** and represent the Markets, Shop Fronts & Street Trading Service at borough-wide forums, Member briefings and national conferences.
- **Promote Hackney's markets, festivals and cultural economy at national and regional industry events**, forums and award platforms — showcasing best practice, contributing to sector innovation, and positioning Hackney as a national leader in inclusive market transformation, event sustainability, and economic regeneration.

Proactively contribute to sector networks and knowledge exchange, developing partnerships that enhance Hackney's profile, attract investment and inspire replication of successful models across the UK.

PERSON SPECIFICATION

Essential:

- Significant experience leading large-scale outdoor events, markets or festivals in a public-facing, multi-agency context.
- Proven ability to manage high-profile projects from inception to delivery, balancing creative vision with operational delivery.
- Strong knowledge of health and safety, licensing, risk and safeguarding regulations relating to public events and trading.
- Excellent communication, negotiation and stakeholder management skills — with the ability to work effectively with diverse communities, politicians, partners and senior leaders.
- Ability to develop income-generating models including trading activity, events licensing, sponsorship and funding bids.
- Skilled in budget planning, forecasting, monitoring and financial reconciliation of complex, multi-strand programmes.
- Experience of managing staff, contractors and suppliers in a fast-paced, public environment.
- Passion for inclusive placemaking, community engagement and cultural celebration.
- Ability to work evenings and weekends as standard for festivals and public event delivery.

Desirable:

- PRINCE2, APM or other project/event management certification.
- Experience working in a local authority, BID, cultural or regeneration setting.
- Knowledge of Hackney's diverse communities and local economic/cultural priorities.

BEHAVIOURS:

- Strategic thinker who can translate vision into delivery.

- Resilient, proactive and able to work under pressure.
- Passionate advocate for inclusive local economies and cultural celebration.
- Collaborative, creative and values-driven.

NB: All employees are expected to adhere to the Council's Diversity & Equality and Health and Safety Policies.